METHODS, ARTICLES AND APPARATUS FOR ADVERTISING BASED
ON AN ATTRIBUTE OF A COMPUTER NETWORK RESOURCE

Abstract of the Disclosure

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A Web resource comprising a plurality of user-selectable hyperlinks to a plurality of Web resources is provided to a client node via a computer network. The Web resource comprises a plurality of advertiser-usable variables within at least one script. The advertiser-usable variables include a first advertiser-usable variable specific to a first Web resource and a second advertiser-usable variable specific to a second Web resource. An advertisement server node reads the advertiser-usable variables and stores same either at the client node or at the advertisement node. After a first hyperlink is user-selected from the Web resource, the advertisement server node retrieves the first advertiser-usable variable corresponding to the first Web resource. An advertisement is selected from a plurality of advertisements based on the first advertiser-usable variable. The advertisement is provided to the client node to display with the first Web resource.

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